

ABSTRACT OF THE DISCLOSURE

In a master batch containing a heat radiation shielding component, which is used to produce heat radiation shielding transparent resin forms, the master batch has as chief components a thermoplastic resin and a hexaboride represented by  $XB_6$ , wherein X is at least one selected from La, Ce, Pr, Nd, Gd, Tb, Dy, Ho, Y, Sm, Eu, Er, Tm, Yb, Lu, Sr and Ca. The hexaboride, which is a heat radiation shielding component, is contained in an amount of from 0.01 part by weight or more to less than 20 parts by weight based on 100 parts by weight of said thermoplastic resin. The use of this master batch enables simple production of heat radiation shielding transparent resin forms having a high visible-light transmission power and a high heat radiation shielding performance, without relying on any high-cost physical film formation methods.